



17555 PEAK AVENUE MORGAN HILL CALIFORNIA 95037

**Draft**  
**LIBRARY COMMISSION**  
After Action  
REGULAR MEETING

**MARCH 10, 2003**

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**Morgan Hill Civic Center**  
Council Chambers  
17555 Peak Avenue

**LIBRARY COMMISSION**

Chair	Kathleen Stanaway
Vice-Chair	Jeanne Gregg
Member	Charles Dillman
Member	Charles Cameron
Member	Kathleen Keeshen
Member	George Nale
Member	Mary Ellen Salzano
Member	Einar Anderson
Member	John Boyne

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**7:00 P.M.**

**CALL TO ORDER**

Commissioner Keeshen called the meeting to order at 7:00 p.m.

**ROLL CALL ATTENDANCE**

**DECLARATION OF POSTING THE AGENDA**

Per Government Code 54954.2

**PLEDGE**

Pledge was led by Vice Chair Gregg

**OPPORTUNITY FOR PUBLIC COMMENT**

NONE

## **REPORTS**

### **1. COUNTY LIBRARY REPORT** Legislation-Funding & Budgeting Joint Powers Authority

County Librarian Melinda Cervantes  
Acting Deputy County Librarian  
Sarah Flowers

Acting Deputy County Librarian, Sarah Flowers, introduced County Librarian Melinda Cervantes. Ms. Cervantes provided a report on the County Library. Ms. Cervantes announced that Sarah Flowers will serve as Acting Deputy County Librarian until a new Deputy County Librarian has been appointed. Nancy Howe is currently acting as the Community Librarian for the Morgan Hill Public Library. Ms. Cervantes also reported the new technology system has been installed.

Ms. Cervantes reported on three areas of State budget cuts will have an effect on the County Library: 1) Reduction of the fees received from Vehicle License Fees; 2) Funding cuts to the Public Library Foundation; and 3) Elimination of the Transfer Based Reimbursement. The California Library Association is lobbying the State Legislature to maintain adequate funding for libraries. A Library Legislation Day will be held in Sacramento on April 30<sup>th</sup>. This will be an opportunity for Library professionals and Library Commissioners to meet with Legislators to lobby on behalf of Library services in California. Morgan Hill Library Commissioners will be invited to participate.

In order to maintain current library services, the JPA Board voted to use reserves for next fiscal year. The use of the reserves has been authorized only for next year because the Measure A Benefit Assessment will be on the March 2004 ballot and the outcome of the election will provide more information on the overall budget for the Library. The County Library will hire a polling consultant to determine support for the Ballot Measure. It is expected the poll will be conducted during the spring or fall of 2003.

### **2. Morgan Hill Library Report**

Acting Community Librarian  
Nancy Howe

Ms. Howe reported the new thin client computers have been installed at the Library. The public reaction to the computers has been very positive. She stated thin client technology provides a web-based catalogue with graphics that make it look like an "online book store." The computers are easy to use and have enhanced email service and Microsoft Office. Two of the computers have PowerPoint, Excel, and Word.

Ms. Howe announced the new Children's Librarian, Rose Anne Masik, began on March 3<sup>rd</sup>. Ms. Masik has worked in several libraries in Santa Clara County and worked as a Corporate Librarian.

Children's author, Norma Howe, will hold an Author Program on March 20<sup>th</sup> at the Library.

Circulation rose in February 2003 rose 11% over circulation in February 2002.

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### **3. LEGISLATIVE COMMITTEE**

Member Dillman

Commissioner Dillman reported the main issue remains the State budget. The most recent legislative email sent by Commissioner Dillman stated the Mission-West Valley College District proposed laying-off Community College Librarians because it was determined they were not part of the "teaching staff." Public Libraries throughout the State are working with the California Library Association to begin Letter Writing Campaigns to State Legislators on behalf of Library services throughout California.

### **4. SISTER CITY COMMITTEE**

Members Dillman, Anderson,  
Boyne and Nale

Commissioner Dillman reported the Sister City exhibit has been delayed due to the need for a policy by the City to accept and retain works of art, gifts and other items. The City Attorney and City Manager are working to develop this policy. Commissioner Boyne asked if there was a specific process for the approval of such a policy. Commissioner Dillman responded the policy will have to be approved by the City Council. Commissioner Salzano asked why the Sister City Committee was included as a report in the Library Agenda. Several Commissioners responded the report is included as an information item to keep the Library Commission informed as to the status of Committee's progress in formalizing sister city relationships. Should the Library grant be funded, the Sister City Committee will be an integral part in the development of a Friendship garden to highlight Morgan Hill's Sister Cities program

Commissioners Dillman and Nale announced the Sister City Committee will hold a Mexican Gala at El Capri restaurant on March 21<sup>st</sup>. The Gala will include dinner and cultural dances from Mexico. The Gala is in honor of the relationship between the City of Morgan Hill and San Miguel de Hidalgo in Mexico.

A fundraiser for the Britton Jazz Band will be held in the Amphitheater in June. Jazz bands from four middle schools will perform. Proceeds will help the Britton Jazz Band visit Morgan Hill's Sister City in Italy, San Casciano, during their tour of Europe in the summer of 2004.

### **CONSENT CALENDAR**

#### **5. APPROVAL OF MEETING MINUTES OF FEBRUARY 10, 2002**

Commissioner Nale stated he identified two errors on the draft of the Minutes. Staff Balagso will correct the errors. Commissioner Dillman motioned to approve the minutes. Commissioner Nale seconded the motion. Minutes approved as amended (9:0.)

### **BUSINESS**

#### **6. MORGAN HILL COMMUNITY FOUNDATION – FUNDRAISING STRATEGIES**

**Recommended Action: Information Item.** Morgan Hill Community Foundation President, David Reisenauer and Publicity Chair, Ray Gara, will provide information on the mission of the Foundation.

David Reisenauer, President of the Morgan Hill Community Foundation provided information on the history of the Community Foundation. He stated the mission was developed by an interim Board of Directors. There is now a 15 member permanent Board of Directors. The interim Board of Directors identified the following funding areas: Seniors, Youth, Recreation, Arts; Agriculture,

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Technology, Science; and Life-Long Learning. The permanent Board is now beginning strategic planning in order to define how the Foundation will collect donations and develop the grant-making process. This first year, the Foundation will focus on Recreation and the Arts.

The Board is exploring grant-making through an "Alliance" concept. This concept comes from a management strategy at IBM. Through the Alliance concept, grant funds would be delivered through the Community Foundation to non-profit organizations. Non-profit organizations would continue to be responsible for the day to day operations of the organization and would provide regular fiscal and activity reports to the Foundation. This concept could support many different types of non-profit organizations. Donations to the Community Foundation could be directed to a "field of interest" such as, youth or could be spread out among the different member organizations within the Alliance.

Commissioner Nale asked if member organizations in the Alliance would be competing with each other for funds. Mr. Reisenauer responded that fund raising efforts would be coordinated in order to avoid direct competition among Alliance members.

Vice Chair Gregg asked if non-profit organizations would have to be members of the Alliance in order to be considered for funding. Mr. Reisenauer stated groups would not necessarily have to be part of the Alliance. There could be two funding streams: one for Alliance members and another for those that are part of a Community Council. Members of the Community Council would not have to be a non-profit organization with 501(c) 3 status. A community group could use the Foundation's non-profit status in order to receive grant funding. He gave the example of the prospective Library Foundation. This Foundation would have its own Board that is responsible for the operations of the Foundation. However, the Community Foundation could serve as a fiscal agent for the Library Foundation to obtain grants and donations. Mr. Reisenauer also stated the Community Foundation could provide aid to other non-profit and community organizations by purchasing required insurance to rent facilities for fundraising events.

Commissioner Dillman stated the Library Commission needs to determine "where we go from here" in either the development of a foundation or exploration of the feasibility of a foundation. Commissioner Nale stated the next Friends of the Library meeting would be held in April. He will attend the meeting to inform the Friends of the Library Commission's discussions and to determine if there is support for a Library Foundation from the Friends.

Commissioner Anderson asked if the Community Foundation would be seeking corporate sponsorship. Mr. Reisenauer responded the Foundation would seek corporate sponsorship and grants. Commissioner Anderson stated members of the Board or other advocates who have a contact or are affiliated with a corporation could be strong advocates for grants and donations to the Community Foundation and its Alliance members. Chair Stanaway asked what percentage of grants received would be used toward fundraising expenses. Mr. Reisenauer responded that the exact percentage has not been determined yet.

Mr. Reisenauer reported the next steps for the Community Foundation will be to launch the website and prepare a report to define the role and responsibilities of Alliance members. He stated he hoped this would be completed in May. Vice Chair Gregg asked if members of the community were going to be involved in the strategic planning process. Mr. Reisenauer responded the Foundation will seek the input and advice of community leaders. He added that a member of the Library Commission

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would be an asset to the process. Chair Stanaway and Vice Chair Gregg thanked Mr. Reisenauer for attending the meeting.

Commissioner Boyne asked what the next steps would be: 1) Is the Library Commission going to continue exploring other Library Foundations; or 2) Is the Commission ready to begin forming a Foundation? Commissioners Nale and Cameron stated they wanted to meet with the Friends of the Library and Commissioner Anderson stated he wanted to contact the Cupertino and Los Altos Friends of the Library. County Librarian Cervantes suggested contacting the Danville Library. She stated they have developed both a successful Foundation and Endowment. Commissioner Boyne suggested the Commission approve a motion, which states the next steps would consist of further research and exploration rather than the actual development of a Foundation. He suggested the Commission appoint a sub-committee to conduct the research and report back to the Commission at the next meeting. He also stated he feels the Morgan Hill Community Foundation is still in the developmental stages and he would rather postpone entering into a partnership until both parties are fully developed and defined. Vice Chair Gregg stated perhaps the Library Commission had not fully defined its direction, noting the discussion of a Foundation grew out of the desire to help fund Sunday Hours at the Library. Commissioner Salzano stated she felt fundraising was out of the scope of the responsibilities of the Library Commission. Commissioner Keeshen stated the Library Commission serves as an advisory body, but feels that raising funds is not out of the scope of the Commission's charge.

Commissioner Boyne recommended the following motion be approved by the Commission:

“Commissioners Nale, Cameron, Dillman and Anderson will investigate further fundraising possibilities.”

Vice Chair Gregg motioned to approve. Commissioner Dillman seconded the motion.  
Motion approved (9:0)

**7. REVIEW OF STAFF REPORT REGARDING LIBRARY COMMISSION  
RECOMMENDATION TO FUND SUNDAY HOURS DURING FISCAL YEAR  
2003/2004**

**Recommended Action: Information Only.** City staff to provide a draft of the Staff Report to the City Council regarding the recommendation to fund Sunday Hours during Fiscal Year 2003/2004. Funding allocation would be \$78,900 based on FY 2003/2004 staffing costs.

Staff Balagso provided the Library Commission with a draft of a staff report to the City Council regarding the recommendation by the Library Commission to allocate funds during Fiscal Year 2003/2004 to operate the Library for four hours on Sundays. Staff Balagso asked the Commission to review the report. As an attachment to the report, Staff Balagso provided the staff costs for operation of the Library on Sundays as well as a copy of the survey on Sunday Hours conducted by Library staff. Commissioner Cameron asked if the survey demonstrated support for Sunday Hours only from patrons who visited the Library when it was open or if those who were not able to visit the Library during current open hours were included. Sarah Flowers stated the survey was placed outside the Library when it was closed for those dropping off books. Commissioner Dillman stated he felt obtaining the funds to open the Library on Sunday was going to be a challenge due to the

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budget crunch, but that he hoped the City could look to the example of the other libraries that are open on Sunday.

Commissioner Keeshen asked if increased circulation due to Sunday Hours would have a positive effect on the operating budget. Sarah Flowers responded it would not necessarily increase the operating budget. The formula used by the County Library to fund each branch, does not guarantee increased funding due to increased circulation. For example, if other Libraries' circulation was up 10% and Morgan Hill's was up 5% due to Sunday Hours, this would not mean increased funds for the Morgan Hill Library. Commissioner Keeshen then asked if emphasizing the availability of technology for those who do not have ready access to computers would strengthen the request. Commissioner Salzano stated there is wording in the report which addresses the availability of technology. Other Commissioners suggested the wording be changed to strengthen this statement. Staff Balagso asked the Commission for help in editing the report. She stated City policy requires the report be one page in length and she needed assistance to shorten it. Chair Stanaway offered to assist her. She will help to shorten the report and ensure all information remains in the report. Commissioner Salzano offered to assist Chair Stanaway in this process. Staff Balagso will email the report to Chair Stanaway. Commissioner Keeshen asked if the report should include a "Plan B", which would provide an option to the request for the full \$78,900 request. Commissioner Boyne and Chair Stanaway, stated the report should not provide any options at this time. The current budget situation could influence the Council to select the option rather than consider the request for full funding.

#### **8. YOUTH REPRESENTATION ON LIBRARY COMMISSION**

**Recommended Action: Information Item.** City Staff to present draft of prospective types of positions to be held by youth representative(s) on Library Commission.

Staff Balagso provided the Library Commission with a matrix that provided youth with several types of options for youth to serve on the Library Commission. These options were examples of youth appointments to various Commissions from cities throughout the State. Staff Balagso stated she expected two members of the Youth Advisory Committee (YAC) to be present at the meeting. Commissioner Salzano stated she spoke to Brittany Bach (YAC member) who wanted to attend the meeting but due to a crisis at Britton Middle School, she and the other members of the YAC could not attend. Staff Balagso will forward the matrix to the members of the YAC and invite them to attend the April 2003 Library Commission meeting.

#### **9. MERVYN'S READING PROGRAM**

**Recommended Action: Information Item.** Commissioner Salzano will provide information on the Mervyn's Reading Program.

Commissioner Salzano stated she was able to conduct preliminary research on the Mervyn's Reading Program. It is not a grant-making program as she first believed, but requires some affiliation with Mervyn's. Sarah Flowers stated she has observed youth bringing books into the Library that are part of the Mervyn's program. Commissioner Salzano stated she would conduct further research and provide a report at the next meeting.

#### **10. CYCLE II LIBRARY BOND ACT OF 2000 GRANT APPLICATION**

**Recommended Action: Information Only.** Staff to provide update on status of Library Bond Act grant application due March 28, 2003.

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Staff Balagso reported the grant is due in ten days. The consultants hired by the City to review the grant narrative and suggest changes recently submitted a report that is being shared with Library staff. The Cooperative Agreement between the Library, School District and City has been revised. It now demonstrates a stronger commitment from the School District for the Joint Use program. Commissioner Dillman asked if the amount of the grant was going to be the same as in Cycle I. Staff Balagso responded the funding request was expected to be the same. The only difference might be construction cost escalation. Staff Balagso thanked Commissioners Cameron, Keeshen and Nale for their time and dedication to the project. Each spent several hours reading and editing the grant narrative.

## **11. RECOGNITION OF LIBRARY STAFF**

**Recommended Action: Information Only.** Library Commission to discuss recognition of Library staff for continuing to provide excellent library services to Morgan Hill residents and non-resident patrons.

Commissioner Dillman provided the Library Commission with a hand-out, which introduced the concept of a Library staff recognition program. He stated he felt the Library staff should be recognized and commended for their continued good work and dedication to providing library services in light of tight budget constraints and inadequate facilities. He stated he was not sure if the Library or the City recognized the work of Library staff. His hand-out included suggestions on ways to recognize Library staff. Commissioner Boyne asked what other Libraries do to recognize staff. Chair Stanaway asked if there is an employee recognition program in place. Both Sarah Flowers and Melinda Cervantes stated they are now beginning to discuss a county-wide employee recognition program. Ms. Cervantes stated recognition might include commendations, service awards (i.e. years of service) and an all staff training during which staff members will be recognized in the company of their colleagues. Ms. Cervantes stated she is familiar with programs through which the Friends of the Library provides sandwiches and goodies for Library staff as a thank you. She stated recognition by an advisory board such as the Library Commission would be well received. Vice Chair Gregg stated the Friends of the Library typically has funds to provide such treats and the Library Commission does not. She suggested Library staff could be recognized by the Library Commission at a meeting. Chair Stanaway asked if there were funds available to provide a selected staff member with dinner or a gift certificate. Melinda Cervantes stated that governmental bodies have to be careful when giving gifts of money or goods to staff members. Commissioner Boyne suggested an employee be recognized by the Library Commission once a month. Commissioner Nale stated it might have a larger impact if the recognition took place each quarter. Chair Stanaway suggested this item be placed on next month's agenda for further discussion.

## **ANNOUNCEMENTS**

Commissioner Dillman announced Lanae Bach has volunteered to work on developing a Youth Exchange with Morgan Hill's Sister Cities.

Sarah Flowers announced she will attend a workshop on "Raising Private Funds for Public Libraries." The workshop will provide resources and websites for grants.

## **REQUESTS FOR FUTURE ITEMS**

Commissioners have requested that the following agenda items be placed on the Library Commission agenda for the next meeting or on a future date:

1. Mervyn's Reading Program
2. Report on Exploration of Fundraising Strategies
3. Youth Representation on the Library Commission
4. Recognition of Library Staff
5. School/Library Cooperation
6. Vision for the Library of the Future

**ADJOURNMENT** to the next monthly meeting scheduled on **April 14, 2003** in City Council Chambers.

Commissioner Nale moved to adjourn the meeting. Commissioner Dillman seconded the motion. Motion approved (9:0)